Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

Please amend the claims as follows:

Claims 1-24 (cancelled).

25. (Currently Amended) A system comprising:

a server communicatively coupled to a client device and configured to communicate content to the client device for display to [the] a user, wherein the content includes [media, an advertisement and an input area] information relating to an interactive activity and information relating to an advertisement; and

one or more software modules executing in an operating environment provided by the server and configured (a) to receive input from the client device [when a user interacts with the media and to communicate advertising information to the user based on the received input], said input including, in a single transmission, information relating to the user's participation in the interactive activity and a request from the user to receive additional information relating to the advertisement, and (b) after receiving said input, to provide to the user additional information relating to the advertisement and to communicate content to the client relating to the interactive activity.

26. (Original) The system of claim 25 further comprising a registration database to store user information.

27. (Currently Amended) The system of claim 25 further comprising a web browser executing in an operating environment provided by the client device, wherein the browser is configured to [capture input from the input area when the user interacts with the media and to forward the input to the server] receive a request from the user to receive additional information relating to the advertisement.

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28. (Currently Amended) The system of claim 25, wherein the [media] <u>interactive activity</u> comprises a web-based computer game.

29. (Currently Amended) The system of claim 25, wherein the [input area is] <u>content includes</u> a check box and the server is configured to communicate the advertising information to the [client device] <u>user</u> when the received input indicates a user has marked the check box.

30. (Original) The system of claim 26, wherein the server is configured to store registration information for the user within the registration database prior to communicating the content to the client device.

31. (Currently Amended) The system of claim 26, wherein <u>the</u> server is configured to retrieve registration information from the registration database when sending the advertising information to the user.

32. (Original) The system of claim 25, wherein the server is configured to extract an email address from the received input and to send the advertising information to the user by an electronic mail message.

Claims 33-38 (cancelled).

39. (New) A method comprising:

displaying a user interface on a display permitting a user to participate in an interactive activity;

during the display of the user interface, displaying advertising information on the same display without interfering with the user's ability to participate in the interactive activity;

during the display of the user interface, receiving from the user a first signal indicating an interest in receiving additional information related to the advertising information; and

causing said additional information related to the advertising information to be provided to the user in response to the first signal, without interfering with the user's ability to participate in the interactive activity.

40. (New) The method of claim 39 wherein the interactive activity is a game, and wherein the advertising information is displayed during the game, the first signal is received from the user during the game, and said additional information is provided to the user without interrupting the game.

41. (New) The method of claim 39, wherein the user interface is provided by a client computer connected over a network to a server computer, and wherein causing said additional information to be provided to the user comprises transmitting from the client to the server a second signal indicating the user's interest in receiving the additional information.

42. (New) The method of claim 41, wherein the second signal is transmitted from the client to the server in response to user operation of the user interface to transmit information related to the interactive activity from the client to the server.

43. (New) The method of claim 39, wherein causing said additional information to be provided to the user includes causing an electronic mail message to be sent to the user

44. (New) The method of claim 39, wherein the first signal is generated in response to the user checking a check box in the user interface.

45. (New) The method of claim 39, further including registering the user prior to displaying the user interface.

46. (New) The method of claim 45, wherein causing said additional information related to the advertising information to be provided to the user in response to the first signal, without interrupting the user's ability to participate in the interactive activity, includes causing registration information for the user to be retrieved.

47. (New) The method of claim 39, wherein causing said additional information related to the advertising information to be provided to the user in response to the first signal, without interrupting the user's ability to participate in the interactive activity, includes capturing an email address of the user.

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48. (New) A software product stored on a computer readable medium having instructions for causing a computer to:

display a user interface on a display permitting a user to participate in an interactive activity;

during the display of the user interface, display advertising information on the same display without interfering with the user's ability to participate in the interactive activity;

during the display of the user interface, receive from the user a first signal indicating an interest in receiving additional information related to the advertising information; and

cause said additional information related to the advertising information to be provided to the user in response to the first signal, without interfering with the user's ability to participate in the interactive activity.

49. (New) The medium of claim 48 wherein the interactive activity is a game, and wherein the advertising information is displayed during the game, the first signal is received from the user during the game, and said additional information is provided to the user without interrupting the game.

50. (New) The medium of claim 48, wherein the user interface is provided by a client computer connected over a network to a server computer, and wherein instructions for causing a computer to cause said additional information to be provided to the user comprises instructions for causing a computer to transmit from the client to the server a second signal indicating the user's interest in receiving the additional information.

51. (New) The medium of claim 50, wherein the second signal is transmitted from the client to the server in response to user operation of the user interface to transmit information related to the interactive activity from the client to the server.

52. (New) The medium of claim 48, wherein instructions for causing a computer to cause said additional information to be provided to the user includes instructions for causing a computer to cause an electronic mail message to be sent to the user.

53. (New) The medium of claim 48, further comprising instructions for generating the first signal in response to the user checking a check box in the user interface.

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54. (New) The medium of claim 48, further including instructions for causing a computer to register the user prior to displaying the user interface.

55. (New) The medium of claim 54, wherein instructions for causing a computer to cause said additional information related to the advertising information to be provided to the user in response to the signal, without interrupting the user's ability to participate in the interactive activity, includes instructions for causing a computer to cause registration information for the user to be retrieved.

56. (New) The method of claim 48, wherein instructions for causing a computer to cause said additional information related to the advertising information to be provided to the user in response to the signal, without interrupting the user's ability to participate in the interactive activity, includes instructions for causing the computer to capture an email address of the user.

57. (New) A method comprising:

providing a user interface that permits a user to participate in an interactive activity; and

during the user's interaction with the user interface, permitting the user to signal interest in receiving advertising information without interfering with the user's participation in the interactive activity.

58. (New) The method of claim 57, further comprising, receiving from the user a signal indicating interest in receiving advertising information and providing the advertising information to the user in response to the signal.

59. (New) The method of claim 58, wherein the advertising information is provided by sending electronic mail to the user.

60. (New) A method comprising:

displaying information about an interactive activity to a user on a display associated with a client computer;

receiving at the client computer a request for advertising information and information related to the user's participation in the interactive activity; and

simultaneously transmitting to a server the user's request for advertising information and the information related to the user's participation in the interactive activity.

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61. (New) The method of claim 60, wherein said simultaneous transmission is performed in response to the user providing information related to the user's participation in the interactive activity.

62. (New) A system comprising:

means for displaying a user interface on a display permitting a user to participate in an interactive activity;

means for, during the display of the user interface, displaying advertising information on the same display without interfering with the user's ability to participate in the interactive activity;

means for, during the display of the user interface, receiving from the user a first signal indicating an interest in receiving additional information related to the advertising information; and

means for causing said additional information related to the advertising information to be provided to the user in response to the first signal, without interfering with the user's ability to participate in the interactive activity.

63. (New) A method comprising:

providing a user interface that permits a user to participate in an interactive activity having a beginning and an end, the user interface being capable of receiving user inputs relating to the interactive activity; and

after the beginning and prior to the end of the interactive activity, permitting the user to signal interest in receiving advertising information without disabling the ability of the user interface to receive user inputs relating to the interactive activity.

64. (New) A method comprising:

in response to an input received from a user playing a game through a game interface, automatically transmitting an electronic message while the user is playing the game, the electronic message being accessible after the user has completed playing the game.

65. (New) The method of claim 64, wherein the electronic message contains advertising information.